

**EEO PUBLIC FILE REPORT**

**This Report covers full-time vacancy recruitment data for the period: March 23, 2021 – March 23, 2022**

**1) Employment Unit: HEH Broadcasting, LLC**

**2) Unit Members (Stations and Communities of License): KSAM-FM, Huntsville, Texas  
KHVL(AM), Huntsville, Texas**

**3) EEO Contact Information for Employment Unit:**

|                                                              |                                                  |
|--------------------------------------------------------------|--------------------------------------------------|
| Mailing Address:<br><br>P.O. Box 330<br>Huntsville, TX 77342 | Telephone Number: 936-295-2651                   |
|                                                              | Contact Person/Title: Tim Johnson/Market Manager |
|                                                              | E-mail Address: Tim@HEHRadio.com                 |

**4) Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

| <b>Job Title</b>          | <b>Recruitment Source Referring Hiree</b> |
|---------------------------|-------------------------------------------|
| <b>1. Market Manager</b>  | <b>Exigent Circumstances</b>              |
| <b>2. Account Manager</b> | <b>SHSU/KSAM Website</b>                  |

5) Job Title: Market Manager Referral Source(s) of Hire: Exigent Circumstances

5) Job Title: Account Manager Referral Source(s) of Hire: SHSU/KSAM Website

| Name of Organization Notified of Job Vacancy        | Contact Person           | Address                                        | Telephone Number | # of Interviewees Referred | Did Recruitment Source Request Notification? (Yes or No) |
|-----------------------------------------------------|--------------------------|------------------------------------------------|------------------|----------------------------|----------------------------------------------------------|
| Huntsville/Walker County Chamber of Commerce        | Ray Hernandez, President | 1327 11 <sup>th</sup> St. Huntsville, TX 77340 | 936.295.8113     | 0                          | No                                                       |
| SHSU School of Mass Communications via KSAM website | Carlos Zimmerman         | 815 17 <sup>th</sup> St. Huntsville, TX 77340  | 936.294.2340     | 2                          | No                                                       |

6) Total # of Interviewees Referred: For the period from March 23, 2021 through March 22, 2022, this Employment Unit interviewed 3 interviewees for full-time job vacancies.

7) Supplemental Recruitment Initiatives.

(a) Initiative: Reestablishment of Internship Program

The Employment Unit is partnering with Sam Houston State University to reestablish a credited internship program. This program will afford Mass Communication and Marketing students the opportunity to serve as interns at the stations. The initial effort, previous established, was suspended in 2020 due to the Covid-19 pandemic.

As of March 2022, the employment unit is working with an Associate Professor of Mass Communication at Sam Houston State University to design a formalized internship program that can generate credits for students. This internship program will include, but not be limited to, two potential internships in Sports Broadcasting, one internship in News, and one in Sales and Marketing.

Interns will typically spend eight to twelve hours per week at the stations or on location with station personnel during live broadcasts, gaining a broad and general overview of the radio broadcast industry.

Sports Interns will be trained and report to the Sports Director. They will be tasked with assisting in the preparation and delivery of live sports broadcasts and online streaming video for the KSAM Sports Network.

The News intern will be tasked with arranging interviews with local leaders and the collection of audio and other resources for local news & community programming. They'll report to the Operations Manager.

Sales and Marketing interns will report to the Market Manager. They'll attend internal sales and marketing meetings and external client meetings. They'll be invited to assist in the development of

marketing campaigns. Sales and Marketing interns will be expected to attend station events and interact with staff and listeners.

The employment unit's desire is for the internship program to lead to the hiring of qualified graduates for full and part-time roles as they become available.

**(b) Participation in Community/Educational Events Including Provision of Broadcast-Related Employment Information**

1. The Employment Unit attended the Huntsville-Walker County Chamber of Commerce "Discover Local Community, Commerce & Cuisine" at the Walker County Fairground on August 31, 2021. A booth was secured and job descriptions were distributed. The Employment Unit's Market Manager attended and conducted on-site preliminary interviews.
2. The Employment Unit produced and attended an event entitled "Bearkat Mania" on the Sam Houston State University campus on September 9, 2021. Broadcast career opportunities and part-time roles were discussed with interested students. The Market Manager, Sports Director, and News Director participated.

**(c) Participation in Job/Career Fairs**

The Employment Unit's Market Manager participated in the "Options Career Fair" at Mance Park School on December 15, 2021. Broadcast career opportunities were discussed with interested students and information distributed.

**(d) Initiative: Manager EEO Training**

On March 23, 2022, the Market Manager reviewed the FCC's EEO FAQ ("FAQs About Equal Employment Opportunity Rules") at <https://www.fcc.gov/general/eeo-frequently-asked-questions>. The FAQ provides a wide-ranging guide to the FCC's EEO rules and policies. Management then evaluated the FAQ's guidance as pertains to the Employment Unit's EEO policies and practices.